LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 247—(CAKE)—Req. No. 11849—1 page—(7 x 10 inches)—4/c—National Magazines, 1975 (A)
Printed in U.S.A.

Enjoy smoking longer ...without smoking more.

Saratoga 120's. Rich, full-flavored cigarettes tailored longer and slimmer than 100's. You get extra smoking time, extra smoking pleasure, without smoking more cigarettes. Cost no more than 100's. Regular or menthol, crush-proof box.

Saratoga 120's

16 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

Warning: *The Surgeon General Has Determined* That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1975

2061192625
Source: https://www.industrydocuments.ucsf.edu/docs/ljwp0003
2061192625